Complete the Dream—
Fulfilling your legacy despite uncertain times.

THE CHALLENGE

Your dream is to leave a financial legacy for your children, your grandchildren, or a favorite charity. You've decided there's a portion of your assets that you believe you won't need during your lifetime or for support during retirement. However, market volatility, tax erosion, and chronic illness are major concerns because they could all deplete your assets, leaving little or nothing for your heirs or favorite charity.

THE STRATEGY

You can take steps now to help ensure that your dream of leaving a financial legacy can be completed. If you need life insurance, including it in your legacy strategy can help you avoid some of the risks that could undermine your financial goals and dreams.

How Life Insurance Can Help Complete the Dream

- Help remove the impact or counter losses following a market downturn
- Preserve, and potentially increase, the ultimate value received by loved ones
- Grow tax-deferred and be received by your loved ones income tax-free
- Accelerate payments in the event of chronic illness
- Do all of the above on a predictable, guaranteed basis

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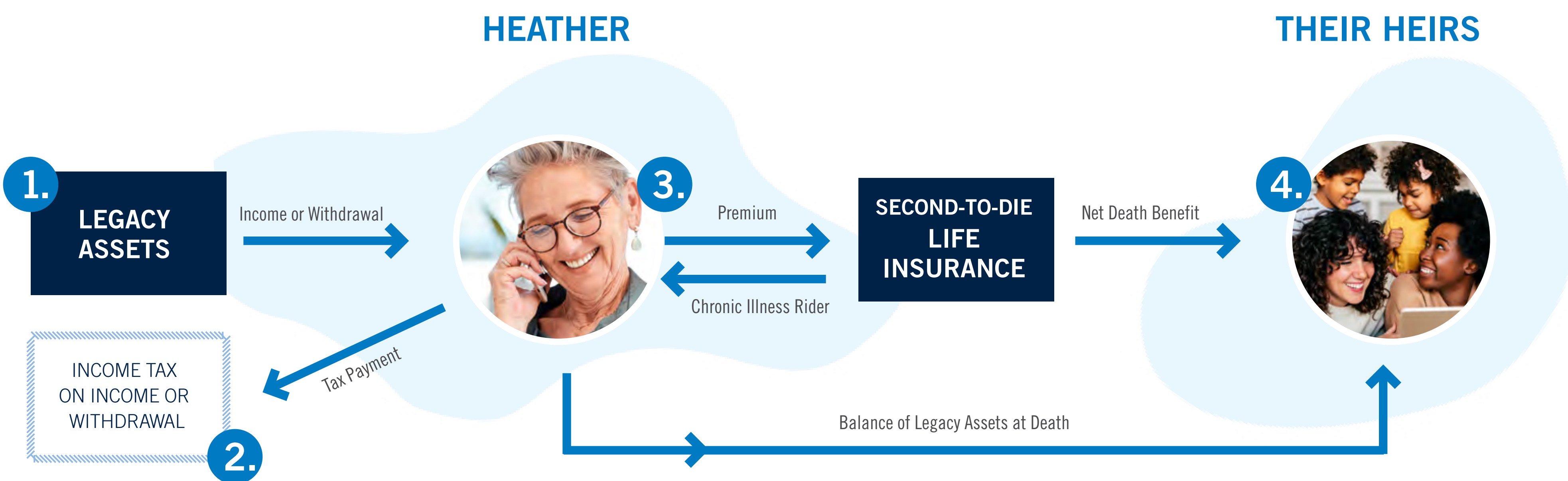
HOW IT WORKS

Antoinette and Heather, ages 72 and 75, are married and have two adult children and two grandchildren. The couple are very comfortable financially and dream of leaving a legacy to their children and grandchildren. Market fluctuations they've seen these last few months have them worried that they might not be able to leave as much as they'd hoped.

Based on their needs and wealth transfer goals, their financial professional recommends the Complete the Dream strategy. They decide to allocate some of Heather's retirement assets toward a new survivorship life insurance policy that includes a guaranteed death benefit and a chronic illness rider. **Here's how that strategy works:**

1. Heather uses $500,000 from one of her retirement assets to buy the policy.
2. Any income tax on the income or withdrawal that's due from moving the legacy assets will be paid by Heather.
3. She makes three premium payments of $166,666 toward the policy, which includes a chronic illness rider and gets them a $871,268 death benefit. Had Heather and Antoinette not wanted benefits for chronic illness, the same premium payments would have resulted in a death benefit of $941,240.*
4. Their children are named as beneficiaries. After both Heather and Antoinette pass away, the beneficiaries will receive the net death benefit (death benefit minus any loans, withdrawals, or chronic illness accelerated distributions).[1,2]

Heather and Antoinette are thrilled that life insurance will help them complete their dream.



Benefits received under a chronic illness rider will reduce and may deplete the death benefit available for the beneficiaries, reducing the intended legacy.

Do you have a dream to leave a legacy to your children, your grandchildren, or a favorite charity?

Contact your financial professional to see if you could complete your dream using life insurance.

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Who should consider this strategy:

You and your family may benefit from this Complete the Dream strategy using life insurance if you:

- Are age 59½ or older and family oriented.
- Have a minimum net worth of $500,000 – $1,000,000 and sufficient liquid assets to support this strategy.
- Have assets that you do not intend to use during your lifetime and that are not needed for support in retirement. These are known as legacy assets.
- Have a financial strategy that you have developed in conjunction with a financial professional, and that indicates that you have sufficient income from other sources to meet current and future retirement income needs and expenses, including long-term care, chronic illness, and medical costs.
- Desire to provide for and leave more to your children or grandchildren.
- Want to counter potential losses to your legacy assets.

* This information is hypothetical and not representative of any particular life insurance product. Actual results will vary. A personalized illustration can be provided by your financial professional specific to your financial situation.

[1] Cash values are accessed by loans and withdrawals, which will reduce policy cash values and the death benefit; may reduce the duration of the guarantee against lapse, which may lapse the policy; and may have tax consequences.

[2] Accelerating a life insurance policy's death benefit will reduce and may eliminate the death benefit.

Life insurance is issued by The Prudential Insurance Company of America and its affiliates, Newark, NJ. Life insurance policies contain exclusions, limitations, reductions in benefits, and terms for keeping them in force. A financial professional can provide you with costs and complete details.

It's important to note that an individual must not need the income or principal from the asset to live on and they must have a strong desire to leave more to their heirs to be a candidate for this strategy. If your financial or legacy planning situation changes and you need to use the assets or income being repositioned for current or future income needs or you cannot make premium payments, the life insurance policy may lapse and the results of the strategy may not be achieved. Additionally, the income taxation of the growth, the withdrawal to the client, and the ultimate distributions to the loved ones will be dependent on the type of assets in the bucket. For tax-deferred assets, taxable distributions (and certain deemed distributions) are subject to ordinary income tax, and if made prior to age 59 ½, may also be subject to a 10% federal income tax penalty. Additionally, we are only talking about federal income taxes. If the owner's estate is large enough, the legacy asset could be included in the estate, and may be subject to estate taxes when it is transferred to the next generation.

Many life insurance policies offer a chronic illness rider for an extra cost that may pay the policyowner accelerated death benefit payments up to the maximum monthly benefit should the insured become chronically ill and qualify under the terms of the rider.

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1066904-00001-00 Ed. 03/2023 ISG_FL_ILI1022_01

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